ABSTRACT

Methods for initiating an electronic shopping transaction, for initiating a control operation for a user-selectable video game character, for emphasizing an advertisement in a computer generated

5   display, and for presenting multiple GUIs in desktop user interfaces using detail-in-context graphical distortions. The method for initiating an electronic shopping transaction, for a user-selectable item presented in a computer generated original image on a display, comprising: receiving a selection signal for the item from a user; distorting the original image to produce a distorted region for the item to provide the user with detailed information for the item; and,

10   receiving a purchase signal for the item from the user.